

HealthSystem Advantage: Making the Difference

2009 ANNUAL REPORT



We're bullish on NorthShore.

Now is the time to accelerate our investment.

In 2009, Americans were focused on the worldwide economic decline and the future of healthcare in our nation. While we don't know what form healthcare reform will ultimately take, there's no question that the need for high-quality healthcare services will continue to grow.

At NorthShore University HealthSystem (NorthShore), we don't sit back and react to circumstances; we take action and shape our future. At a time when others are cutting back, we're accelerating investments in our HealthSystem. We're building connections through technology, facilities, physicians and staff that will strengthen our expertise in the delivery of exceptional care and put us in the strongest possible position when the economy turns around.

What are the key elements of our accelerating investment? First, we've recruited highly skilled, compassionate doctors to join the more than 2,000 already on our professional staff. Over the past year, we've added 100 more physicians—both primary care and specialists—to the NorthShore Medical Group. Through our broad-based HealthSystem, our patients can find the right doctor to treat almost any medical condition.

Next, we committed \$100 million to Skokie Hospital, the newest member of our four-Hospital system. We're enhancing our clinical services, adding new buildings and renovating existing facilities to better serve our patients and community.

Finally, we broadened our academic resources by joining forces with one of the nation's preeminent medical schools—the University of Chicago Pritzker School of Medicine. This exciting teaching and research affiliation enhances our physician expertise and accelerates clinical research to the bedside, benefiting the patients at NorthShore both today and in the future.

A key investment that ties the HealthSystem together is our ongoing commitment to electronic medical records (EMRs), which has improved our quality of care by providing accurate, legible and timely information across our entire HealthSystem. NorthShore led the way—our 2003 implementation of EMR has been a model for hospitals across the country. Many other hospitals are striving to implement this technology by 2014 to comply with President Barack Obama's vision for a less costly, more efficient health system.

We're also one of the few healthcare providers to put the power of the EMR in our patients' hands. NorthShoreConnect empowers nearly 100,000 patients to view their personal health records, schedule appointments, renew prescriptions and receive test results online.

The 75-plus offices of our NorthShore Medical Group offer early morning, evening and weekend hours as well as walk-in and same-day appointments. In fact, 40 percent of primary care visits in 2009 occurred on the same day the appointment was

Recent Awards and Recognition

During the past year, NorthShore has been accorded numerous honors for its achievements, including the following:

- HIMSS Stage 7 Award. We were one of just two healthcare systems in the nation recognized for full EMR adoption by the Healthcare Information and Management Systems Society (HIMSS).
- Top 100 Hospitals/Top 15 Major Teaching Hospitals. For an unprecedented 13 of 15 years, NorthShore has ranked among the best in this Thomson Reuters study. We are the only hospital system nationwide to ever have achieved this consistency of performance.
- 2009 Gold Medal Award. Mark R. Neaman, NorthShore President and CEO, received the 2009 Gold Medal Award from the American College of Healthcare Executives (ACHE). The award—ACHE's highest honor—acknowledged Neaman for building one of the nation's first systemwide EMR systems that demonstrably improved our quality, safety and efficiency.
- 100 Most Wired Hospitals. NorthShore was ranked in the Most Wired Survey and Benchmarking study for the sixth consecutive year by Hospitals and Health Networks.
- Top Leadership Teams in Healthcare Award. The NorthShore Medical Group was recognized by HealthLeaders Media for its transformation over the past decade into a thriving, high performance, nationally recognized multispecialty group practice.

requested. This is a major convenience for time-strapped families. Superior access to quality care is an important way we help our patients deal with these difficult times.

And these are difficult times for our friends and neighbors. In the most recent year, we increased our level of "charity care" by more than 20 percent, and our total community benefits contributions rose to \$172 million. Because chronic illness drives so much healthcare spending, we invested in Be Well-Lake County, an initiative that will make a sustainable difference for diabetes patients and families in our community.

It should be clear that we intend to be here to serve many future generations of NorthShore patients. We'll accomplish that by continuing to make investments that strengthen our HealthSystem and help us deliver the best possible healthcare experience to the patients and families we're so privileged to serve. Through the leadership of our Board of Directors, the generous support of philanthropists, the talent of our physicianscientists and the skill and compassion of our staff, we are poised to continue our success.

Harry M. Jansen Kraemer Jr.

Chairman of the Board NorthShore University HealthSystem

Mark R. Zeam a

Mark R. Neaman President and Chief Executive Officer NorthShore University HealthSystem



From left: Mark R. Neaman and Harry M. Jansen Kraemer Jr.

- National Institutes of Health (NIH) Research Ranking. NorthShore ranked No. 10 in the nation and No. 1 in Illinois among Comprehensive Independent Research Hospitals in funding from the NIH.
- **Leapfrog Top Hospitals List.** For the third consecutive year, NorthShore's Evanston Hospital has been named a top national hospital by this industry group. It is one of only two hospitals in Illinois and 33 nationwide to receive this honor.
- Beacon Award. For its high performance, innovation and exceptional patient care, NorthShore's Evanston and Highland Park Hospitals Intensive Care Units (ICUs) received the American Association of Critical-Care Nurses (AACN) Beacon Award—two of only 66 ICUs recognized with this honor nationwide.
- Patient Safety and Quality Award. NorthShore received the John M. Eisenberg Patient Safety and Quality Award for our methicillin-resistant Staphylococcus aureus (MRSA) Reduction Program, recognizing our national leadership in attacking this serious threat to patient safety.
- Accreditation by the National Accreditation Program for Breast Centers. NorthShore's Breast Health Program was the first health system in the Chicago area to be granted this esteemed status.
- Surescripts Safe-Rx Award. NorthShore was recognized nationally for its advanced e-prescribing system.
- WorkforceChicago Award. NorthShore received this prestigious award for excellence, recognizing our establishment of superior employee development and learning strategies in the workplace.

Advancing Progress

Our partnership with University of Chicago elevates the quality of teaching and research—on both sides.

"Medicine is all about continuing education and training—not stagnation," said Richard Silver, M.D., Chief Academic Officer at NorthShore University HealthSystem (NorthShore) and Associate Dean at the University of Chicago Pritzker School of Medicine. "The reality is that if you are sufficiently knowledgeable to teach others your craft, it elevates the level of care for all concerned."

Since they're also teachers, NorthShore's physicians must stay up to date with the latest research and technological advances. This culture of ongoing inquiry and discovery means that patients have access to physician-faculty who participate in clinical trials and conduct research that defines the latest advances in, for example, cancer treatment. Patients find hope at academic medical centers that they wouldn't find elsewhere.

The NorthShore-University of Chicago affiliation benefits our organizations, our physicians-in-training and our patients.

"The University of Chicago Pritzker School of Medicine is one of the most selective medical schools in the country," said Holly J. Humphrey, M.D., the University's Dean for Medical Education. "Our students come from an impressive array of backgrounds with a multitude of life experiences. It is important for students, residents and fellows to learn in environments that represent excellence, and we view NorthShore as an outstanding healthcare system and environment.

"NorthShore provides a distinct setting—a teaching hospital based in a community environment—in which our students, residents and fellows can learn and hone their skills. This same group of trainees also can call on what they have learned through caring for a diverse patient population at an urban medical center. We believe the best-equipped learners are those who understand the full spectrum of healthcare, and that this knowledge inspires compassionate and adaptable physicians with exceptional critical-thinking skills."

Medical students agree. Fourth-year medical student Cameron Nienaber said:

"I was impressed with the efficiency of treating patients at the NorthShore Hospitals. The electronic medical records really make a difference. The system allows physicians, students and residents to spend more time with their patients and makes the whole doctor-patient interaction go more smoothly."

Dr. Richard Silver (center) and Cameron Nienaber (right)

2009 Milestones: Making the Difference by Being Proactive about H1N1 (Swine) Flu Virus

NorthShore physicians developed special genetic laboratory tests that discovered the new H1N1 (swine) flu virus in a Chicago patient before the public announcement from the Centers for Disease Control. Quickly, a multidisciplinary team took significant steps toward preventing the flu from becoming more widespread.

Led by Ari Robicsek, M.D., Medical Director of Infection Control at NorthShore, and Karen Kaul, M.D., Ph.D., Director of Molecular Diagnostics, Board of Directors Chair of Molecular Pathology at NorthShore, both of whom are on faculty of the University of Chicago Pritzker School of Medicine, the team has taken a specific and diagnostic approach toward prevention and control of the disease at our HealthSystem. These efforts include providing cleansing dispensers systemwide and performing nasal swabs on patients with flu symptoms, which are then sent to the lab to be analyzed. In fact, the Illinois Department of Public Health selected NorthShore as one of only six hospital systems statewide to supply aggregated data on the H1N1 Real Time Testing, which genetically distinguishes one type of flu from another.





Swift Diagnosis

Discovering a Life-Threatening Condition in the Nick of Time

In the early months of her pregnancy, 29-year-old Kersten Weber Tatarelis suddenly lost feeling and movement in her right hand and then later in her right arm. The swift, unexpected diagnosis of a brain abscess by her team of NorthShore University HealthSystem (NorthShore) physicians, followed by surgery the next day, saved her life and the life of her unborn baby.

Excited about being pregnant, Kersten Weber Tatarelis and her husband, Neal Tatarelis, were looking forward to her first ultrasound at NorthShore's Evanston Hospital. But the day before her appointment, she began experiencing loss of movement in her right hand. So on short notice, Tatarelis first stopped at the office of Lawrence Bernstein, M.D., the NorthShore physician who had been treating her for migraine headaches.

Dr. Bernstein initially thought her loss of mobility might be related to the discontinuation of migraine medications during her pregnancy. But her neurological symptoms were unusual. At this point, Tatarelis could no longer move her right arm.

"I told Kersten that I wanted to get an MRI of her brain right away," said Dr. Bernstein, Senior Attending Physician in Neurology at NorthShore and on faculty of the University of Chicago Pritzker School of Medicine.

The MRI showed that Taterelis had a brain abscess, or a localized collection of pus surrounding infected tissue, that included swelling in her brain. According to Dr. Bernstein, the film presented "a vivid image of exactly what you do not want to see," indicating a life-threatening condition.

Tatarelis spent an anxious night in the Intensive Care Unit at Evanston Hospital, awaiting emergency neurosurgery. A team of physicians, including NorthShore neurosurgeon Jeffrey Cozzens, M.D., and NorthShore-affiliated obstetrician Narissa Hoprasart, M.D., had conferred and decided it was best to perform surgery the next morning.

"Dr. Cozzens came specifically to see me that night and reassured me about waiting until morning," Tatarelis said.

The surgical challenge was to determine where to go safely within the cortex of the dominant hemisphere of her brain without causing any harm to cognitive functions, which could affect her thinking, reasoning and memory. Dr. Cozzens performed a biopsy of very small samples of the abscess to ascertain the right path and removed only a minimal amount of the abscess to get an exact diagnosis.

After surgery, Tatarelis received intravenous antibiotics for the infection under the supervision of Leonard Kaplan, M.D., Associate Physician in Infectious Diseases at NorthShore and on faculty of the University of Chicago Pritzker School of Medicine. Her right arm and leg temporarily lost mobility. But through two months of intensive physical therapy, her movement and fine motor skills gradually returned, first in her leg and finally in her hand.

"I have to thank Dr. Bernstein for saving my life and my baby's life," said Tatarelis, a board-certified clinical pharmacist in the Intensive Care Unit at the University of Chicago Medical Center. "He followed his instinct that something was wrong. The quick diagnosis made all the difference."

From left: Neal Tatarelis and Kersten Weber Tatarelis

2009 Milestones: NorthShore Performs Universal Surveillance Testing for MRSA on All Hospital Patients

Greater patient safety comes from a single electronic medical record (EMR) that is centered on each patient. Each physician can view the same comprehensive health history for a patient, review medications to ensure safe interactions and consult with others to provide an integrated treatment plan. For example, NorthShore harnessed the power of its EMR system when it launched a comprehensive program to eradicate methicillin-resistant Staphylococcus aureus (MRSA) bacteria, a potentially fatal infection that does not respond to common antibiotics.

Originally, MRSA screenings at NorthShore Hospitals had a baseline rate of 30 percent. But when an alert was built into the EMRs, MRSA screenings increased to 93 percent in one month. The quick jump in screenings was due to the EMR system.

Universal MRSA screenings are important to patient safety at NorthShore Hospitals. According to a study published in the Journal of the American Medical Association, MRSA kills more people annually than AIDS, emphysema or homicide.

Value of Teamwork

Working Together to Help a Cancer Survivor Heal

After extensive radiation treatments for a tumor on her neck, Carol Anfinsen began suffering side effects, including losing teeth. To help her heal, she underwent hyperbaric treatments at NorthShore University HealthSystem's (NorthShore) Wound Care Center under the supervision of Colathur K. Palani, M.D.

Carol Anfinsen endured 35 weeks of grueling chemotherapy and radiation to destroy an aggressive malignant tumor on her neck. "It was debilitating, and I lost 100 pounds," Anfinsen said of the brutal protocol necessary to save her life.

Cancer-free for five years, Anfinsen is grateful to NorthShore oncologist Bruce Brockstein, M.D., who led her treatment. Dr. Brockstein had been up-front about just how harsh the therapy would be and the potential for future complications from the radiation, including loss of her teeth, given the location and intensity of radiation.

Four years after treatment, Anfinsen did begin to lose teeth, and her physicians were concerned about her ability to heal. Radiation damage tightens the arterial system in the treated region, reducing blood supply and compromising the healing capacity of bone and soft tissue.

NorthShore-affiliated oral surgeon Nathan A. Braverman, D.M.D., M.D., suggested Anfinsen undergo specialized hyperbaric treatment that drives oxygen into the tissue and speeds healing. Through fortuitous timing, NorthShore's state-of-the-art Wound Care Center at Highland Park Hospital had just opened, and Anfinsen formed a real partnership with the care team there.

On Anfinsen's first visit to the Wound Care Center, she told Medical Director Colathur K. Palani, M.D., and his team that she was claustrophobic and unnerved at the prospect of spending two hours a day in a sealed hyperbaric chamber. With their support and the use of a transparent chamber, Anfinsen was able to complete 40 hyperbaric treatments and recover her ability to heal.

"They were fabulous," Anfinsen said. "Dr. Palani was wonderful, and Jay Braun, the hyperbaric supervisor, stayed with me through every treatment. I couldn't have asked for better people to care for me and work with me to stay healthy."

Now making the most of her very active retirement years, Anfinsen considers herself "one of the lucky ones." ◆



Cancer survivor Carol Anfinsen (far left) enjoys knitting blankets for sick children through the Knit Wits group. Some members of the Knit Wits join her, including (from left) Bernice Levin, Sylvia Dennis and Lou Frey.

Quality of Life Improvement

Employing a Revolutionary Procedure to Ensure a Young Woman's Health



Marcie Burstyn focuses on a healthy diet for herself and her two daughters. From left: Shoshana Burstyn, Marcie Burstyn and Danielle Burstyn

Marcie Burstyn struggled with her weight all her life, losing pounds on one diet or another only to gain them back time after time. When even gastric bypass surgery did not offer a lasting solution, she opted for a revolutionary incisionless procedure to tighten her stomach pouch performed by NorthShore University HealthSystem (NorthShore) surgeon Michael Ujiki, M.D.

In her mid-30s, Marcie Burstyn's weight began to seriously affect her health. She developed diabetes, high blood pressure, high cholesterol and other complications requiring multiple medications. With two young daughters and a husband, Burstyn had ample motivation to get healthy. So despite concerns from her family, she underwent gastric bypass surgery.

After surgery, Burstyn dropped weight quickly at first—losing 60 pounds. She hoped to lose another 40, but they never came off. A few years later, the scale started moving again—but in the wrong direction.

Burstyn's initial success had resulted in dramatically better health and eliminated her need for medication. But gaining back just 24 pounds caused her chronic conditions to return. Once again, she needed numerous pills.

"I was really worried. I knew it could get out of control," Burstyn said. Thanks to an innovative new procedure and the expertise of NorthShore surgeon Michael Ujiki, M.D., Burstyn is now losing weight again and solidly on track for a healthy future.

NorthShore is one of a small number of centers nationwide performing Revisional Obesity Surgery Endolumenal (ROSE), a revolutionary incisionless procedure in which instruments are inserted through the mouth to tighten the stomach pouch. Like most patients, Burstyn went home the day of surgery and returned to work the next day. Three months later and almost 30 pounds lighter, Burstyn was off all her medications.

"I wouldn't have done this if they had to cut me open again," Burstyn said. "Sometimes I can't even believe it happened. There was no pain, and I was out jumping rope with my kids days after the surgery." Dr. Ujiki and Burstyn agree that part of her success is a genuine commitment to diet and exercise—one that she plans to keep for a lifetime. •



Compassionate Care

Finding an Empathetic, Skilled Surgeon to Restore a Livelihood and a Life

Two years ago, Rick Lyon had a life-altering injury while riding his motorcycle. Skidding on wet pavement, he slid under a guardrail, crushing his right leg. Doctors saved the leg from amputation. But for 18 months, Lyon was in constant pain from a knee that could not function or heal properly. Everything changed when Wayne Goldstein, M.D., entered his life.

For Rick Lyon, strong, steady legs are a necessity for his day job as a launch operator ferrying people across the water to various destinations. And for his career as a published poet, good health breathes hope into his words. So two years ago when a motorcycle accident crushed his right leg and nearly severed it, Lyon was in danger of losing both his livelihood and his creative energy.

After the accident near his summer home in Connecticut, trauma doctors reconstructed his right leg. But Lyon's right knee remained dislocated, and the ligaments had not been reconstituted. He was in near-constant and often excruciating pain, and was no longer confident about making a living on the water.

Lyon consulted a prominent physician on the East Coast who recommended a total knee replacement and referred him to Wayne Goldstein, M.D., at NorthShore University Health System's (NorthShore) Skokie Hospital. Fortunately, Lyon spends part of the year in the Chicago area, so Dr. Goldstein was close to his winter home.

"As I waited for Dr. Goldstein in the patient room, I read an article about how he had performed two knee and two hip surgeries on a doctor from Sierra Leone free of charge," Lyon said. "That's when I knew I was in the right place with the right physician because he truly cares about his patients."

The surgery to reconstruct Lyon's knee was complex. An artery was positioned over a protruding bone from the knee dislocation, which required extra care in surgery. And the only solution that could fix the knee, according to Dr. Goldstein, was an uncommon one: using a specially designed hinge to strengthen the knee joint.

"This surgery involved far more risk than a standard knee implant," said Dr. Goldstein, the Director of Orthopaedic Services/Total Joint Replacement Center at NorthShore's Skokie Hospital. "But great things are not achieved without risk. I wanted to help Mr. Lyon become perfect again—restoring him to the life he loves."

The operation went smoothly, and Lyon eventually regained full range of motion to his knee. "Dr. Goldstein performed a miracle," Lyon said. "I appreciate his artistry in surgery, as well as the remarkable technology."

"I get a great deal of joy from helping patients like Mr. Lyon and caring for the whole person," Dr. Goldstein said. More than many physicians, Dr. Goldstein knows firsthand how being a patient feels. Eighteen years ago, he survived leukemia by receiving a bone marrow transplant.

"I have more than empathy for my patients," Dr. Goldstein said. "I enjoy being a surgeon and helping other people become healthy and whole again."

For Lyon, the surgery and follow-up visits with Dr. Goldstein have been a blessing. He is back to his life on the sea with a "rock-solid right leg" and has returned to writing his next book of poems, as well as a memoir about another great love of his: motorcycling. •

2009 Milestones: Making the Difference through Innovative Robotic Technology for Knee Surgery

NorthShore orthopaedic surgeons are the first in Illinois to offer a remarkable new robotic instrument for minimally invasive partial knee replacement surgery. This exciting technology runs a preoperative CT scan of the knee through the robotic system to create a 3-D live-action virtual view of the bone surface. This allows the surgeon to pinpoint the exact alignment, position and size of the implant as it relates to a patient's individual anatomy and knee function.

Next the system maps a 3-D image to the interactive robotic arm. The surgeon uses the robotic arm, with its tactile directions, to focus the surgery specifically on the degenerative portions of the knee, which then provides for optimal implant placement.

Innovative Solution

Restoring Hope to a Liver Cancer Patient Through a Pioneering Technique

Klara Rudik was suffering from cancer in the form of malignant fibrohistiocytoma sarcoma and then recurrent liver cancer. Applying radiofrequency ablation (RFA) to her liver, NorthShore University HealthSystem (NorthShore) surgeon Jose Velasco, M.D., gave her hope of recovery from what is usually a fatal disease.

The rare, aggressive form of cancer in Klara Rudik's liver left her with a dire prognosis and a troubling lack of direction and consensus from a variety of specialists she and her family had consulted with across the country. But then Rudik was lucky enough to be referred to NorthShore's Jose Velasco, M.D., who not only saved her life with his surgical skills and expertise in innovative procedures, but also helped direct her to the right treatment plan for recovery.

Navigating her health crisis came with special challenges, including language and cultural differences. Rudik, 71 years old at the time of her surgery, grew up in Uzbekistan, then part of the Soviet Union. Under that system, said her daughter Elina, doctors told patients what to do rather than offering them choices and encouraging them to be part of the decision-making process.

So it was sobering news in January 2006 when Dr. Velasco, after removing three-quarters of Rudik's liver, warned the Rudiks that a recurrence was likely. "In Russia, people are used to doctors not being so open," Elina Rudik said. "They are accustomed to not hearing all the facts. Here in America, it's a completely different way of treating patients, and it was more of a shock to hear all the facts straight out."

As predicted, Rudik's cancer did recur in May 2008, necessitating a second operation to remove a tumor in her diaphragm. This soft-tissue cancer or sarcoma was not likely to respond to chemotherapy, and in February 2009 the cancer returned in the remainder of the liver.

Dr. Velasco decided radiofrequency ablation (RFA) would offer Rudik the best chance of continued survival since further resection was impossible. In RFA, a thin needle is inserted into the tumor and electrical energy is harnessed to heat and destroy it. However, the tumor's location underneath the diaphragm presented a further complication. Dr. Velasco had to target the tumor by going through the chest and diaphragm—a method that, to his knowledge, had never been attempted before.

In the end, the pioneering procedure was a success, and today Klara Rudik is cancer free and optimistic. For his part, Dr. Velasco is hopeful not only for Rudik's future, but for the groundbreaking potential in treating typically devastating sarcomas with RFA.

"I'm very thankful to Dr. Velasco," Elina Rudik said. "We are very grateful that we met a surgeon like him. He really went further than just being a surgeon. He was instrumental in guiding us and helping us make decisions."

"I believe that you have to become a partner with patients to understand how the disease affects them and their family, and how it affects them as human beings," Dr. Velasco said. "You have to work not just to eradicate the disease but to help them achieve their lifestyle again. This is what I love about medicine." •

From left: Elina Rudik, Michelle Velyansky and Klara Rudik

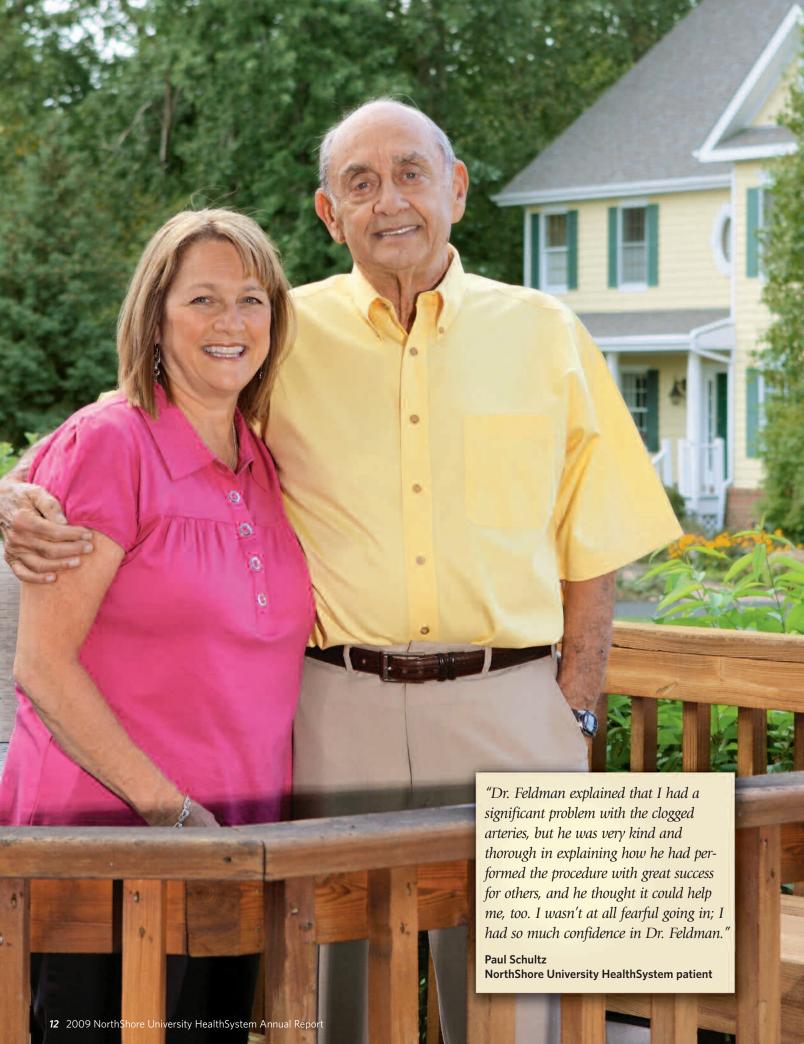
2009 Milestones: Making the Difference through Specialized Treatment for Chronic Wounds

Using advanced technology that includes hyperbaric oxygen therapy and bioengineered tissues, NorthShore's Wound Care Center provides specialized expertise and a focused approach to wound healing. Its team of specialists includes two general surgeons, a plastic surgeon and an infectious disease specialist. For the best patient outcomes, the Wound Care Center also taps additional specialist resources throughout NorthShore, such as experts in vascular surgery and podiatry.

Corresponding to the rise in the number of patients with diabetes, many of these patients are dealing with nonhealing wounds in their lower extremities. Additionally, chronic wounds can arise from untreated pressure sores, trauma, surgery or a history of radiation.

Untreated chronic wounds can lead to infection and an overall decline in a patient's health and quality of life. Treatments in the hyperbaric chamber increase the oxygen content in the patient's plasma, stimulating the growth of new blood vessels.





Translational Research

Using An Innovative Treatment for Managing Coronary Artery Disease

Ted Feldman, M.D., a renowned interventional cardiologist at NorthShore University HealthSystem (NorthShore), used a minimally invasive procedure to open Paul Schultz's clogged arteries instead of performing open-heart surgery.

Paul Schultz was two months away from dancing at his granddaughter's wedding when his internist and cardiologist told him that he needed bypass surgery. He was determined to find an alternative treatment. With the help of NorthShore's Ted Feldman, M.D., Director of Cardiac Catheterization, Schultz was able to receive successful treatment for his coronary artery disease (CAD) without undergoing the trauma of open-heart surgery.

Schultz had seen other family members and friends undergo bypass surgery and knew about the pain, as well as the months of rehabilitation, that followed. "I wasn't about to have surgery and put my family through all that stress," he said.

Dr. Feldman, an internationally recognized pioneer in interventional cardiology, inserted three drug-eluting (releasing) stents through a catheter to treat Schultz's clogged arteries. The procedure took less than two hours, and the 82-year-old Schultz went home the next day.

"He has hands of gold," Schultz said of Dr. Feldman. Almost a year after the procedure, Schultz feels great, looks far younger than the age on his driver's license, exercises several days a week and travels regularly.

Positive Clinical Results

Dr. Feldman, the Mr. and Mrs. Charles R. Walgreen Jr. Chair of Interventional Cardiology and on faculty of the University of Chicago Pritzker School of Medicine, has been successfully treating CAD patients with advanced percutaneous coronary intervention (PCI), or catheter-placed stents, for years. Recently, he helped lead a landmark clinical trial called SYNTAX published in the *New England Journal of Medicine* that demonstrates the safety and positive outcome of these procedures in patients who have previously had only surgery as an option.

The SYNTAX trial compared PCI with drug-eluting stents and coronary artery bypass surgery with what is known as three-vessel and left main coronary disease. The clinical trial found no significant differences in rates of death or heart attack. But there are significant differences in quality of life and economic data related to the two treatment strategies. The stent procedure is far less expensive and does not require the lengthy hospital stay and rehabilitation that follow bypass surgery, something Schultz was acutely aware of.

Results of the SYNTAX trial to date include data up to a year after patients' procedures. The 1,800 patients in the study will continue to be followed and there will be ongoing analysis, according to Dr. Feldman.

"The importance of this trial is that it demonstrates to patients options that they didn't have before," Dr. Feldman said. "At NorthShore, we experienced stunning results in patients whose only option previously would have been bypass surgery."

Schultz is grateful to be one of those patients. Results of an echocardiogram eight months after his stent procedure showed his heart appeared to be stronger than it was a year before.

"I'm one of the lucky guys in life," Schultz said. "I have a great family and a great extended family. I want to be around for all of it."

From left: Audee Whitman (Schultz's daughter) and Paul Schultz

2009 Milestones: Making the Difference through Innovative Research that Directly Affects Patients

NorthShore physicians are conducting research that is influencing the practice of medicine throughout the world. Pablo V. Gejman, M.D., is another physician-researcher who has made significant contributions to patient care. Dr. Gejman, the Director of the NorthShore Center for Psychiatric Genetics and Dr. Louis W. Sauer Chair of Research, led an international collaboration that found the first genetic association of schizophrenia. The discoveries were published in the world-renowned scientific journal Nature.

The genetics in this study are a gateway into learning about the causes of schizophrenia and the genes associated with it. Both environmental and genetic factors increase the likelihood of having the disease. New biotechnological developments have made it possible to study the DNA from each person more rapidly and accurately. This is a springboard to asking questions about the genes associated with schizophrenia that Dr. Gejman hopes will lead to more specific and effective treatments for 70 million patients worldwide diagnosed with schizophrenia.

Transformational Technology

Leading the Way for Electronic Medical Records to Transform Patient Care

President Barack Obama has a bold vision for creating a more efficient, less costly healthcare system for patients—implementing electronic medical records (EMRs) nationwide by 2014. He asserts that EMRs will reduce medical errors, save lives and create more jobs. As healthcare providers across the country scramble to implement EMR systems, NorthShore University HealthSystem (NorthShore) is already there. In 2003, we fully implemented EMRs with the vision of transforming the practice of medicine across our multiple Hospitals and more than 75 physician offices.

Today we are one of just a few healthcare systems in the United States to have fully implemented EMRs. This exciting technology has consistently demonstrated its value in delivering quality outcomes for patients. Here are reasons why EMRs matter to you.

- Access to personal health records—From their home computers, NorthShore patients can access their own
 health records, e.g., schedule appointments, receive test results, request prescription refills and send questions or
 concerns to their physicians through a secure portal. Nearly 100,000 patients are active users of the system, called
 NorthShoreConnect, with one out of three accessing their records in a given month.
- Shorter hospital stays—The time patients spend in our Hospitals has decreased by 11 percent due to more efficient coordination through EMRs.
- **Enhanced patient safety**—With EMRs, bar coding of medications and physicians entering orders electronically since early 2008, we've scored a perfect match of the right medications to the right patients.

Many NorthShore patients are impressed with our EMR system. Here's what they have to say about their experiences.

"NorthShoreConnect allows me to go online and schedule appointments and ask simple questions about my medications with my primary care physician. I can easily access my medical history and list of medications. In fact, before I travel, I print out these records and put a copy in my briefcase. Recently on a trip to Florida, I had to go to the hospital, and it made it so much easier. As a diabetic, it's especially important for me to have this information available."

Gus Palumbo, a diabetes patient at NorthShore

"This resource is amazing. I'm not usually impressed with Web pages because I am an experienced hand with all things on the computer, but NorthShoreConnect has knocked me out. It's a unique system—completely different from anything I've experienced before. I've never come across a Web site that is so personal, so full and detailed, and yet simple to operate."

Jesse Rotman, a partially paralyzed patient at NorthShore 🔷

From left: Robert and Carol Lounsbury

2009 Milestones: Making the Difference through New Applications for Electronic Medical Records

- Complex hospital billing, health information management and patient registration have been successfully added to NorthShore's established EMR system—a first in the nation. Arnold "Ned" Wagner Jr., M.D., a NorthShore-affiliated physician, compared this accomplishment "to performing a heart transplant in the middle of a marathon run."
- NorthShore successfully implemented bar code medication administration and documentation in three Hospitals' emergency departments, which together record about 100,000 patient visits annually, and for the clinical ordering and documentation system called Beacon at the three Kellogg Cancer Care Centers.







Foundation

The NorthShore University HealthSystem (NorthShore) Foundation is the leading philanthropic entity of the health system. It actively engages volunteer friends and invests in community partnerships that result in generous charitable contributions to advance the mission of NorthShore and to demonstrate its commitment to the community.

Foundation: Giving Back

Establishing a Research Fellowship in Gastroenterology to Improve Patient Care

NorthShore patient Brian Gelber establishes a research fellowship in Gastroenterology (GI) with a donation of \$192,000, which includes initial funds to develop a new accredited clinical training program. Gelber and his daughter Maggie both have GI conditions that are being treated by James Rosenberg, M.D.

Twenty-three-year-old Maggie Gelber's stomach pains and symptoms prompted her father Brian to call his gastroenterologist, Dr. James Rosenberg, senior attending physician at NorthShore, who urged Gelber to "bring her in right away."

"He didn't say tomorrow, or I'll squeeze her in later. 'Just bring her in right now,' " recalled Brian Gelber, who suffers from Crohn's disease. His daughter Maggie was promptly diagnosed with ulcerative colitis. Within two days of being treated, she was on the mend and feeling better. The Gelbers said they attribute this successful recovery to Dr. Rosenberg's commitment and responsiveness, as well as his expertise in the field.

Now the Gelber Family has given a gift of \$192,000 to NorthShore to start a research fellowship in GI and provide seed money for developing a new accredited clinical training program. According to Dr. Rosenberg, this donation will help grow NorthShore's local and national reputation by virtue of sponsoring a young research fellow, as well as "give us the means to start an accredited teaching program for future gastroenterologists."

It's all part of the Lifetract Foundation—and it's all in the family. Mary Gelber, another daughter of Brian Gelber's, came up with the Lifetract name as a play on the phrase "gastro tract." Brian Gelber is the executive director, and his brother Frank and his wife, Sandy, who has a background as a social worker in healthcare, serve as directors. Dr. Rosenberg will oversee the NorthShore program.

"Philanthropy is an important part of our family and who we are," Frank Gelber explained. "It's a way to give back"—a philosophy that extends to their own business. The Gelbers view their financial investment firm as an opportunity to nurture young talent by mentoring rookie traders in internship programs.

Charitable giving is further promoted through a yearly match to employees' favorite nonprofit organizations. The Gelber brothers are hoping to parlay their business acumen and community commitment to boost the stature of NorthShore's Division of Gastroenterology and to help it to become a training ground for young physicians.

"It's important that we train and educate new physicians in gastroenterology," Brian Gelber said. "I've been fortunate, and I want to help elevate NorthShore to the next tier and have the best effect on the greatest number of people. I'm lucky to be able to help."

Michael J. Goldberg, M.D., Division Head in Gastroenterology and on faculty of the University of Chicago Pritzker School of Medicine, could not be happier about the new lifeline that Lifetract is giving the HealthSystem. "Our goal is to educate and train gastroenterologists right here at NorthShore," Dr. Goldberg said. "We're very pleased and honored to receive this generous family's support."

Foundation: Strengthening Learning

Contributing to the Advanced Education of Nurses to Improve Patient Care

The family of Billie S. Booth, a NorthShore University HealthSystem (NorthShore) patient, honors her memory by recognizing the excellent care she received and supporting NorthShore's Nursing Scholarship Fund.

Billie S. Booth was fond of saying, "Someone else has it worse." So it was no surprise that, when she returned to the Kellogg Cancer Care Center at NorthShore's Highland Park Hospital for a third round of breast cancer treatment, she kept her medical status secret from new cancer patients.

"She didn't want to discourage the newly diagnosed about their own recovery," said her husband, Joe Dalton. "That was just her." Booth, a lawyer and an aspiring teacher, died at the age of 48, leaving behind her husband and three children. Loved ones described her as having a big, gregarious personality and a generous heart—someone who maintained her concern for others and never felt sorry for herself throughout her six-year battle.

Dalton and Booth's sister, Beverly Strellner, wanted to find a way to honor Booth, who gained much strength and fight from her oncology nurses during the course of her cancer struggle. They decided to hold a fund-raiser to support NorthShore Foundation's Nursing STARs program, which stands for "Say Thanks And Recognize."

The NorthShore Foundation STARs program enables grateful patients and families to recognize the excellent care received

from a nurse, patient care technician, mental health counselor or even an entire team of caregivers. Gifts received through the STARs program support NorthShore's Nursing Scholarship Fund, which annually awards dedicated nurses providing direct patient care with funds to obtain advanced degrees.

"The NorthShore nurses were wonderful, supportive and incredibly compassionate," Strellner said. "They were there every step of the way for Billie."

According to Dalton, "The nurses made a real difference in Billie's emotional well-being. It was small but very important things—like understanding how difficult it is to wait for test results that can make or break a weekend."

Booth's family and friends raised \$6,000, enough to support continuing education for two NorthShore oncology nurses, Annette Sereika and Rhonda Scott. The nurses never met Booth but did get to meet her husband and sister at a recent awards luncheon.

"What a tribute to receive a nursing scholarship inspired by the care provided to your beloved sister and wife," said Sereika, an oncology nurse for 30 years at NorthShore's Evanston

> Hospital. "I will do my best to live up to this honor."

According to Dalton, meeting the two nurses was an experience he will not soon forget. "It felt very personal," he said. "Afterward, people kept coming up to Beverly and me to thank us. Frankly, we were a little embarrassed at first that it was only \$6,000 that we raised. But meeting and talking with the nurses made me realize how even a modest amount can make a real difference in the lives of other patients, who will benefit from Annette's and Rhonda's new knowledge and care. It's exactly what Billie would have wanted."

Booth's family intends to keep her memory alive by holding a fund-raiser every year, so they can continue to support NorthShore Foundation's Nursing STARs program. "It feels great to help," Dalton said. "We're energized and want to do more."



With help from STARS—a scholarship for nurses at NorthShore—Annette Sereika is pursuing a master's degree to become an Advanced Practice Nurse. Ellen Mosak (left) and Annette Sereika (right) are both staff nurses at NorthShore's Evanston Hospital Kellogg Cancer Care Center.

Foundation: Creating Goodwill

Volunteering to Expand the Gift of Health Throughout the Community

The volunteers for NorthShore University HealthSystem (NorthShore) Foundation are diverse in their backgrounds, ages and interests. One thing three Foundation volunteers—Debbie Hulick, Andy Hochman and Barbara D. Balsley—have in common is that their contributions of time, ideas and fund-raising are making a difference in the lives of patients.

They range in age from 16 to 90 years old. They represent seven different volunteer groups of 1,085 individuals. They give their time (20,000 hours in a single year) and energy (limitless) to raise funds (\$1.5 million to date and counting) for NorthShore Foundation's philanthropic efforts.

All that time, energy and dedication translates into critical funding for the HealthSystem's clinical, research and community support programs.

Giving Back After a Patient Experience

Debbie Hulick, 47, was going through chemotherapy for a rare form of ovarian cancer when a friend invited her to a NorthShore fund-raiser. "Key to the Cure" is an annual event sponsored by the

volunteers of The Auxiliary of NorthShore University HealthSystem at Highland Park Hospital, which raises money for NorthShore's Kellogg Cancer Care Centers.

"I remember the scarf I wore on my head that day," said Hulick of Winnetka, III. "Even though I wasn't feeling great, I really wanted to go—I had to."

The following year, she attended the event again to show support for her physician, Gustavo Rodriguez, M.D., Head of the Division of Gynecologic Oncology at NorthShore, Matthews Family Chair of Gynecologic Oncology Research and on faculty of the University of Chicago Pritzker School of Medicine, who was a speaker. Not long afterward, she decided to become a volunteer for The Auxiliary and help raise research dollars for finding a cure for breast and ovarian cancer.

"I had fabulous care at NorthShore's Evanston Hospital," Hulick said. "I became very close with my nurses and staff. It was quite a year, but I was so impressed with the treatment and the compassionate care I received that I had to give back."

Protecting Future Generations

Andy Hochman, a 30-year-old investment professional who was born in Glenview, Ill., is a Board Chairman of NorthShore's The Associate Board, a group of 100-plus young professionals who have raised more than \$250,000 for Evanston Hospital's Infant Special Care Unit (ISCU) and Department of Pediatrics, where 500 critically ill babies are nurtured every year. Their



NorthShore Foundation has many stellar volunteers, including (from left) Barbara Balsley, Andy Hochman and Debbie Hulick.

fund-raising efforts have supported nursing and clinical research projects and creation of The Associate Board Emergency Family Fund for underserved and uninsured ISCU families.

The ISCU is near to Hochman's heart because more than a decade ago his out-of-town twin cousins were born premature. Today, they're thriving.

"Volunteering is critical to building a strong community," Hochman said. "It's very meaningful for me to be involved with The Associate Board and to be able to give young professionals in the Chicago area the opportunity to make a difference."

Ensuring a Legacy of Health

Barbara D. Balsley, 72, doesn't think twice about volunteering her time to raise funds for cancer research. She and her sister are both cancer survivors, as are other members of her immediate and extended family.

Balsley has given countless hours during her 24-year service as a volunteer leader for The Auxiliary of NorthShore University HealthSystem at Evanston & Glenbrook Hospitals. Most notably, she has thrice chaired The Auxiliary's nationally recognized American Craft Exposition, a three-day fine arts show that raises significant funds annually for breast and ovarian cancer research

"I've volunteered for many years," Balsley said. "As a breast cancer survivor, my volunteer work is even more meaningful to me. I have great respect for NorthShore and its doctors."

Caring for Friends and Neighbors

Ensuring the Building Blocks for a Healthy Lifestyle

As an important anchor in the community, we take our role and our responsibility to serve our community very seriously. Our sponsorship of outreach activities to children like Casey Berry sets the stage for a lifetime of good health.

Marcy Berry's 14-year-old son Casey has learned so much from the Club FYT program at Evanston's McGaw YMCA that he brings the lessons home to his mother. "He'll tell me, 'Mom, you don't have energy because you don't exercise,' "Berry said. "If I'm not eating properly, he'll tell me about that, too."

Berry said her son enjoys the sports activities in the program, including group games like basketball, but also embraces time on the treadmill and lifting weights. Berry admits that her once slightly chubby son is now committed to his healthier

NorthShore contributes financial support to Club FYT, a YMCA program that involves children in sports activities after school and teaches them about good health and nutrition for the rest of their lives.

weight and lifestyle. She believes that Casey will continue healthy habits, and that his changed lifestyle is influencing her.

Evanston's McGaw YMCA 's Club FYT program receives significant financial support from NorthShore University HealthSystem (NorthShore) and is designed to address the issue of childhood obesity in Evanston. YMCA staff reports that at least 20 percent of the children they serve are significantly overweight a trend that is particularly evident among African-Americans, Hispanics and children from lowincome families.

Club FYT's goals are to motivate children to be more active and to educate them on the importance of physical fitness and nutrition. The program is designed to create sustainable changes in behavior.

According to Club FYT instructor Neil Hamil, the youth in the program generally enjoy the games, which also help teach them about teamwork and the value of working together to accomplish goals. "Club FYT keeps them active, which is far better than sitting at home and playing video games," Hamil said.

Opportunities like this to help children learn healthy habits are among the many outreach programs in which NorthShore participates. In the most recent year, NorthShore boosted our overall community benefit contributions by 14 percent, for a total of \$172 million, to ensure good health for all members of our community.

For a copy of our full 2008-2009 Community Benefits Report, go to our Web site at northshore.org/aboutus/foundation. •

Financial Report



Fiscal year 2009 at NorthShore University HealthSystem (NorthShore) was a daunting economic time that brought challenges to all industries, including healthcare. We are pleased to announce that during this challenging time NorthShore provided record levels of charity and uncompensated care to patients in our communities affected by the economy. At the same time, NorthShore was able to significantly increase services provided to our growing patient base as evidenced by an 18-percent growth in revenue.

The accompanying financial statements provide the consolidated financial position and operating results for our most recent fiscal years. Total revenue in the fiscal year ended Sept. 30, 2009, grew to a record \$1.5 billion. Revenue growth was achieved from both organic sources and acquisition as 10-percent growth came from the merger of our fourth NorthShore Hospital in Skokie. With the addition of Skokie Hospital, our HealthSystem now operates four acute-care Hospitals with more than 900 licensed hospital beds available for patients in the Chicago region.

Additionally, NorthShore Medical Group has grown to include 640 doctors, across a broad range of specialties and primary care, located in more than 75 offices close to our patients. Our HealthSystem now has more than 2,000 talented, compassionate NorthShore physicians meeting the needs of our patients.

We also continued to invest in healthcare information technology, building on our early adoption of a fully integrated electronic medical record system. As we now have more than six years of experience with these applications, our investments are focusing on making this technology work best for our patients and physicians, while also providing data necessary to continually improve quality and safety, as well as accelerate our efficiency gains.

Our investments in growth and technology are showing excellent returns as we enjoyed record operating income of \$65 million with a 4.3 percent operating margin in 2009. These strong results were achieved while increasing community benefits in the most recent year by 14 percent, bringing annual support across a broad range of important programs to \$172 million. We also focused on the future, strengthening our balance sheet to include \$1.3 billion of cash and investments—the equivalent of 310 days cash on hand while our debt remains a relatively low 18 percent of capitalization. Our strong liquidity, healthy balance sheet and good earnings allow NorthShore to continue to be viewed as a strong organization by Standard & Poor's, which rates NorthShore its highest AA+ credit rating, and the very strong Aa2 rating by Moody's.

We expect 2010 to be another strong year as we continue to invest in facilities, equipment, technology, infrastructure and streamlining processes—propelling the outstanding healthcare we deliver to our patients. Fiscal year 2009 has had unprecedented economic challenges. NorthShore, however, has prevailed and continues to thrive.

Gary E. Weiss

Executive Vice President and Chief Financial Officer

NorthShore University HealthSystem

Consolidated Balance Sheets

As of September 30

(\$ in Thousands)

Assets	2009*	2008
Current assets:		
Cash and cash equivalents	\$ 24,331	\$ 44,861
Internally designated investments, current portion	51,621	38,719
Patient accounts receivable, net of allowances	207,770	172,830
Inventories, prepaid expenses and other	61,700	45,276
Investments related to debt with self-liquidity	_	150,000
Collateral under securities lending program	83,721	105,354
Total current assets	429,143	557,040
Investments available for general use	1,006,461	964,700
Investments limited as to use:		
Internally designated for capital replacement and other	148,383	131,206
Investments under securities lending program	81,656	104,890
Total investments limited as to use	230,039	236,096
Other assets:		
Property and equipment, net	788,497	617,642
Other assets	62,830	66,202
Total other assets	851,327	683,844
Total assets	\$ 2,516,970	\$2,441,680
Liabilities and Net Assets		
Current liabilities:		
Accounts payable and accrued expenses	\$ 243,585	\$ 213,553
Payable under securities lending program	85,229	106,862
Estimated settlements due to third-party payors	69,473	39,002
Debt with self-liquidity	_	150,000
Current maturities of long-term debt	5,700	5,500
Total current liabilities	403,987	514,917
Noncurrent liabilities:		
Long-term debt, less current maturities	280,800	211,500
Other	388,881	273,867
Total noncurrent liabilities	699,681	485,367
Net assets:		
Unrestricted	1,296,422	1,302,571
Temporarily and permanently restricted	146,880	138,825
Total net assets	1,443,302	1,441,396
Total liabilities and net assets	\$ 2,516,970	\$2,441,680

^{*}Unaudited

NorthShore University HealthSystem **Consolidated Statements of Operations**

For the Years Ended September 30

(\$ in Thousands)

	2009*	2008
Unrestricted revenues and other support:		
Net patient service and premium revenue	\$1,401,069	\$1,186,034
Investment earnings to support current activities	34,000	28,250
Net assets released from restrictions used for current activities	8,751	18,083
Other revenue	86,761	69,935
Total unrestricted revenues and other support	1,530,581	1,302,302
Operating expenses:		
Salaries and benefits	724,591	624,597
Supplies and services	519,851	450,279
Depreciation and amortization	95,618	82,120
Insurance	54,286	46,656
Provision for uncollectible accounts	63,820	38,933
Interest expense	7,299	8,762
Total operating expenses	1,465,465	1,251,347
Income from operations	\$ 65,116	\$ 50,955

Vital Signs

For the Years Ended September 30

	2009*	2008
Hospital cases (including births)	61,805	52,137
Occupancy percentage	76%	81%
Average length of stay (in days)	4.5	4.5
Emergency visits	116,063	99,911
Outpatient visits (excluding outpatient ER visits)	1,005,282	930,423
Philanthropy (\$ in millions)	\$ 16.6	\$ 22.7

^{*}Unaudited

The Lifetime Philanthropy Societies

The Legacy Society, Chairman's Society, Director's Society, President's Society and Patten Circle recognize cumulative lifetime giving. The lasting generosity of these important donors honors the vision of our leaders and allows us to continually strive for excellence. For this, we are grateful.

Gifts and Grants as of September 30, 2009

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Gifts of \$5,000,000 and above

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Bruce E. Brockstein, M.D., was invested with the Kellogg-Scanlon Chair of Oncology, the highest honor in academic medicine, in recognition of his outstanding contribution to patient care as part of NorthShore University HealthSystem's commitment to excellence in medical research. From left: Dr. Brockstein and William K. Kellogg III

The Annual Societies

The Annual Philanthropic Societies allow us to recognize the generosity of donors who support our growth each year.

The Dr. Louis W. Sauer Society

Gifts and Grants of \$10,000 to \$99,999

This Society honors the memory of Dr. Louis W. Sauer, a renowned local physician who created the whooping cough vaccine, saving countless lives around the world.

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Gifts and Grants of \$5,000 to \$9,999

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Leopold G. Selker, Ph.D.*

* Ex Officio



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Amy Ferguson

Assistant Vice President, Corporate Communications

Editor:

Sara S. Patterson

Senior Director, Internal Communications

Contributing Writers: Eileen Norris Photography:

Eileen Norris Sara S. Patterson Andrew Campbell

Sara S. Patterso Susan J. White

Cover photo: Recovering liver cancer patient Klara Rudik (right) can play with and watch her six-year-old granddaughter Michelle Velyansky (left) grow up.



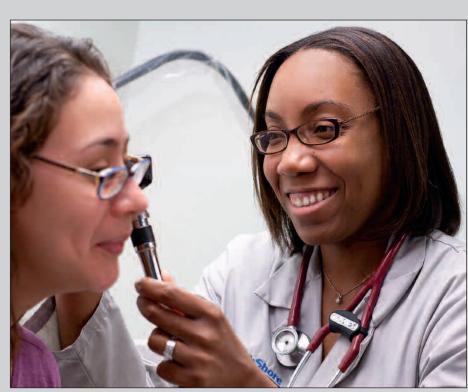
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Finding the Unexpected at NorthShore

"I entered medicine to take care of underserved patients. I grew up in Chicago and thought I would work on the South or West side of the city. But when I began working at NorthShore University HealthSystem's Outpatient Clinic as a resident, I realized there was a great need here. As my chief residency year was ending, the position of Medical Director of the Medical Ward Service Clinic opened up, and I immediately asked for consideration. This position in NorthShore's Outpatient Clinic allows me to continue pursuing my goal to care for underserved patients in the Chicago region. I expect to stay here for a long time because it's great to make a difference in these patients' health and well-being."

Dr. Jacqueline Ivey-Brown

Medical Director of the Medical Clinic at NorthShore University HealthSystem



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